

ALBERTA

Exported

ALBERTA ECONOMIC DEVELOPMENT INVESTMENT AND TRADE NEWSLETTER

Spring Issue Volume 1 Issue 1 May 2000

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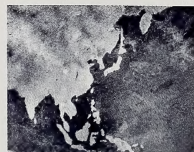
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What's New

This newsletter!

Welcome to the introductory issue of *Alberta Exported*, a newsletter designed to inform Alberta government and business partners about Alberta Economic Development's (AED) activities, events and initiatives around the globe. We hope that this way of sharing news and events strengthens relationships within the province and around the world. As our first story indicates, global investment and trade shape our economy.

Refining the Focus—Alberta International Marketing Strategy (AIMS)

Our ability to compete on the world stage shapes Alberta's economy and overall prosperity. The Alberta International Marketing Strategy (AIMS) is the government's way of promoting the province by identifying priorities, selecting top initiatives and developing activities to achieve economic growth. Attracting investment and facilitating exports moves Alberta onto centre stage.

The prosperity of Albertans depends on investment and trade. In view of limited resources, priorities have been set, ranking markets and industry sectors for our focused efforts. Alberta's most internationally competitive industries are poised for performance.

To read AIMS' highlights, visit
<http://www.alberta-canada.com>

Above the 49th



ALBERTA INTERNATIONAL
BUSINESS CENTRE

ALBERTA AT NPS/WPC

What began as the Calgary Exhibition and Stampede's civic salute to the petroleum industry has grown to a comprehensive exhibition of Alberta's oil and gas industry. This year at the National Petroleum Show (NPS) and the World Petroleum Congress (WPC), June 11-15, 2000, in Calgary, AED will feature the Alberta International Business Centre (AIBC).

AIBC provides:

- International delegate registration—a starting point for international visitors to NPS and Alberta;
- Business meeting centre—where Alberta companies can meet with international delegates;
- Communications centre—with services to support business meetings at AIBC; and
- Information services on the Alberta oil and gas industry for international media.

The NPS is a biennial event highlighting world technology in exploration, production and transportation. An estimated 1,400 exhibitors will showcase products and services for approximately 50,000 visitors.

The 16th WPC, an event which originated in London, England, in 1933, is a non-political gathering of the world's industry. WPC membership includes 57 countries that meet every three years. WPC 2000 will host 3,000 delegates including businessmen, academics and government officials from over 80 countries.

For more information, contact Stan Fisher at
(780) 427-6628; fax (780) 422-9127; or visit
www.alberta-canada.com/export/wps.cfm



Alberta in the World

COUNTDOWN TO EXPO 2000

With just one month to go to the Expo 2000 Opening Ceremonies, Team Alberta is eager to take the Alberta Advantage to the largest-ever world exposition. From June through October 2000, Alberta's capabilities in several areas including information and communications technology, biotechnology, education and environmental services will be showcased at Expo 2000 in Hannover, Germany. Under the banner *Team Alberta @ Expo 2000*, an alliance of private-public sector interests have united to develop and deliver an integrated marketing and

promotions program at Expo 2000. Team Alberta has representation from the corporate arena, industry associations, municipalities, key government agencies and educational institutions and will be exhibiting in the Canada Pavilion for the duration of Expo 2000.

More information about Team Alberta @ Expo 2000 can be obtained from:

Maryann Everett, Managing Director

Tel: 403-297-8910 or www.teamalberta.com



TEAM ALBERTA
@ EXPO 2000

Alberta's Sector Targets for the Asia-Pacific Region

Agri-food

Business Immigration

Education and
Training

Environmental
Technologies

Life Sciences

Building and Housing

Chemicals and
Petrochemicals

Energy

Information and
Communication

Oil and Gas
Equipment
and Services

SPOTLIGHT ON ASIA PACIFIC

As Alberta's second largest export market, the Asia Pacific region bought about 60% of Alberta's non-U.S. exports from 1994 to 1998. Following the slowdown in Asian economies in 1997 and 1998, a strong recovery is now underway.

- After the United States, **Japan** is Alberta's largest export market and a major consumer of energy resources, food products and high-value manufactured items.
- As one of the world's fastest growing economies about to lower its trade barriers, **China** represents strong market prospects for Alberta.

- **Korea** has one of the fastest growing telecommunications markets in the world and shows no signs of slowing down in the environmental sector.
- In **Taiwan**, authorities are privatizing both basic telecommunication services and value-added network services. Both areas will be open to foreign investment. Alberta's capabilities in the environmental sector have attracted Taiwanese attention as it undergoes extensive upgrading in this sector.

The Asia-Pacific Region is a key destination for Alberta's exports. Our trade with this region is bound to increase as will business immigration and foreign direct investment into Alberta.

Current Trade

Alberta Exports to Asia Pacific Region* 1996-1999
(C\$ '000)

	1996	1997	1998	1999
Manufactured Exports	1,699,572	1,886,911	1,429,421	1,609,822
Total Alberta Exports	3,222,415	3,185,986	2,463,045	2,714,901

* Asia Pacific Region = Japan, China, Hong Kong, South Korea, Singapore, Taiwan

International Office News

ALBERTA STAR WINS JAPANESE MINISTRY OF EDUCATION TENDER

Very soon now, one Alberta SMART Board Front Projection system from Calgary-based STAR Technologies will settle into each of 478 elementary and middle schools in 25 Japanese school districts. Made-in-Canada SMART Boards were selected by Japan's Ministry of Education (MOE) and Ministry of Posts and Telecommunications for a larger 600-school project in a tender won by NTT-Communications and Sony Marketing.

The project tests how to make the best use of high-speed communication lines, Internet and TV conferencing systems for teaching at public elementary, middle and high schools. Pending positive test results and user preferences on the SMART Boards, all 40,000 public schools will purchase similar SMART Board systems by the end of 2001. With further plans by the MOE to equip every classroom of every school with such systems by 2005, the market potential for SMART Boards in Japan is staggering.

International Office News continued...

ALBERTA STAR WINS JAPANESE MINISTRY OF EDUCATION TENDER continued...

The Alberta Japan Office (AJO) facilitated introductions between STAR Technologies and the Japanese MOE. AJO co-ordination of a mission of Japanese educators to Alberta and a media report in JAPET (Japan Association for Promotion of Educational Technology) contributed to a favourable impression of

Alberta abilities. Stay tuned for more AJO updates on the IT revolution in the Japanese education system and opportunities for Alberta companies.

To learn more about opportunities in Japan, visit www.altanet.or.jp.

ALBERTA'S HERBAL PHARMACEUTICALS IN HONG KONG

A pharmaceutical project to modernize traditional Chinese medicine (TCM) got a boost from the Alberta Hong Kong Office. Kinetana Hong Kong Herbal Pharmaceuticals Ltd. will invest Cdn \$500,000 to establish a research and development centre at the Hong Kong Institute of Biotechnology.

The company's founder, Dr. Yun K. Tam, a native of Hong Kong and now a pharmacokinetics professor at the University of Alberta in Edmonton, leads a team of world-class scientists in developing high-throughput test tube technology to predict drug behaviour in the human body. The company plans

to develop TCM products for the treatment of hepatitis, liver cancer, arthritis, cardiovascular and gastrointestinal problems.

In collaboration with the Hong Kong Economic and Trade Office in Toronto as well as the Hong Kong Industry Department, the Alberta Hong Kong Office assisted with market intelligence and advice regarding regulatory controls and infrastructure in Hong Kong.

For more information see the Alberta Hong Kong office website: www.alberta.org.hk

POTENTIAL KOREAN INVESTMENT

Experiencing a strong recovery from the 1997 Asian financial crisis, Korea is once again contemplating investing overseas. Sectors such as mining, oilsands production and petrochemicals are being considered by leading Korean companies.

Recently, the Alberta-Korea office in Seoul facilitated a number of visits by senior Korean delegations to Alberta. Reciprocal visits by Alberta companies to Korea are also being planned.

The president of the Korea National Oil Corporation (KNOC), who is currently Chairman of the Korean National World Petroleum Congress Committee, will lead a 14-member delegation to attend the 16th World Petroleum Congress and National Petroleum Show in Calgary in June 2000. KNOC's president will meet with Minister Havelock during the Congress.

For more details, e-mail H.K. Yoon, commercial officer, at ha-kyun.yoon@dfait-maeci.gc.ca or fax 82-2-773-8966.

ALBERTA OFFICE RELOCATES TO PORTLAND; MINISTER HAVELOCK LEADS MISSION TO OREGON AND WASHINGTON

Now located in the Portland World Trade Center, the Alberta Trade Office welcomed the Honourable Jon Havelock, Minister of AED, to the Pacific Northwest earlier this spring. Agri-food, forest products and aerospace industry executives, government officials including Governor Kitzhaber of Oregon and local media talked with the Minister.

A favourable article appearing in the *Oregonian*, the largest daily newspaper in Oregon, will also enhance opportunities rising from these meetings to increase the trade relationship between Alberta and the Pacific Northwest.

To contact this office, e-mail office manager Wesley Sawatzky at wes.sawatzky@agric.gov.ab.ca.

Alberta's Exports

Alberta's international goods exports reached a record \$34.5 billion in 1999 an increase of 11.4% over 1998.

The increase is due largely to stronger commodity prices and increased export volumes of manufactured goods and natural gas, especially to the U.S.



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Stay Tuned

Upcoming Events

Who's Who

Minister,
Alberta Economic
Development

Honourable

Jon Havelock, Q.C.

Deputy Minister

Dr. Bob Fessenden

Assistant

Deputy Ministers

Barry Mehr

Investment and Trade

Rick Sloan

Industry and Tourism

Director Corporate

Communications

Gordon Vincent

Executive Director

Information and

Strategic Services

Susan Williams

Executive Director

Policy and

Economic Analysis

Duane Pyear

"Alberta is the best place
in the world to live
and do business."

Alberta Economic
Development's mission
is to promote Alberta's
continuing prosperity.

The Investment and Trade
Division will provide
the right information in
the right time frame
to impact investment
decisions in Alberta.

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	Event	Location	Contact	Phone
May 9-10, 2000	Housing Export Outlook Seminar for the U.S.A. with CMHC	Edmonton, AB Calgary, AB	Don Chinski	(780) 427-6307
May 10, 2000	Do's and Don'ts of Business Entry Into the United States	Calgary, AB	Joyce Conroy	(780) 427-6394
May 23-25, 2000	Western Aerospace Conference 2000	Jasper, AB	Orest Warchola	(780) 427-6257
May 24-25, 2000	Asian Development Bank's Business Opportunities Seminar	Calgary, AB	Shane Jaffer	(403) 297-6592
May 30, 2000	Pathways Video Conference, Business Ethics	Lethbridge, Medicine Hat, Calgary, Red Deer, Edmonton, Grande Prairie	Joyce Conroy	(780) 427-6394
June 1-Oct. 31, 2000	Team Alberta@ Expo 2000	Hannover, Germany	Maryann Everett	(780) 297-8910
June 11-15, 2000	World Petroleum Congress (WPC)	Calgary, AB	Stan Fisher	(780) 427-6354
June 12-15, 2000	National Petroleum Show (NPS)	Calgary, AB	Stan Fisher	(780) 427-6354
June 21-24, 2000	Western Canada Farm Progress Show	Regina, Saskatchewan	Don Chinski	(780) 427-6307
June 24-25, 2000	Pacific Northwest Economic Region (PNWER) Conference	Post Falls, Idaho	Orest Warchola	(780) 427-6257

For more events visit <http://www.alberta-canada.com/events/index.cfm>

WANT MORE?

Please let us know if you would like to continue receiving *Alberta Exported* via e-mail or mail, and forward any contact information changes to Penny Lang at:

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e-mail: penny.lang@gov.ab.ca

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